

ALADN²⁰⁰⁹ WILLIAMSBURG

Revolutionary Ideas in Library Advancement

April 26 - 29, 2009

Williamsburg Lodge, Colonial Williamsburg, Virginia

SATURDAY, April 25, 2009

4:00 – 7:00 pm **Hospitality Suite, Rm 4102**
Registration

5:00 pm **Hospitality Suite, Rm 4102**
Pre-Conference Reception

SUNDAY, April 26, 2009 (Detailed Pre-Conference schedule on separate program)

7:00 am – 7:00 pm **Colony Foyer**
Registration

8:00 am – 5:00 pm **Tidewater Room**
Pre-Conference Workshops – See separate sheet for complete listing

6:00 pm **Colony E & Terrace**
Welcome Reception

Sponsored by **BLACKWELL**

7:00 pm Registration Closes

8:00 pm Dinner with ALADN friends (on your own)

The Williamsburg Lodge has extended the hours of its hotel bar for ALADN 09 attendees. The bar is located off the lobby.

Space for networking is available in the Hospitality Suite, located in Room 4102. It will be open when the formal program ends each day.

MONDAY, April 27, 2009

7:00 am **Colony Foyer**
Registration Opens

8:00 am **Colony E**
Round Table Discussions & Continental Breakfast
Choose a topic and join the discussion.

Annual Donations – Jenny Oenning, University of California Irvine
Donor Recognition – Rosey Parks, California Polytechnic State University
Engaging Donors – Cynthia Childrey, Northern Arizona University
Friends of Libraries Groups – Lydia Morrow Ruetten, Governors State University
Fund-raising Boards – Tom Mendina, University of Memphis
Gifts-in-Kind – Lynn Campbell, University of Guelph
Major Gifts – Tom Moore, Central Michigan University
Partnering with Corporate Businesses – Jenny McMillan, American University
Public Relations & Marketing – Rebecca Smith, University of Kansas
Soliciting Funds for Special Collections – Kimberly Constantine, University of South Florida
2-3 tables will have no specific topic to allow open discussion

9:00 am **Colony ABCD**
Welcome to ALADN 2009

9:30 – 10:30 am Plenary Session **Colony ABCD**
Sign of the Times: Current State of Marketing and Fundraising
Larry Lauer, Vice Chancellor for Marketing and Communication, Texas Christian University.

Dr. Lauer will address the latest thinking in innovative marketing. He will also address the issues of branding versus sub-branding and how units within academic institutions can relate to the institution as a whole. All of this will be put in the context of how higher education is changing.

10:30 am **Break**
 Marketplace Opens **Colony Foyer**

10:45 – 11:45 am Concurrent Sessions

Session 1:..... **Allegheny Room**
Getting our Miracle: Fundraising for the Grateful Dead Archive
Ginny Steel, University Librarian & Astrid von Soosten, Director of Development, Libraries, University of California, Santa Cruz

Join us to learn about the successful strategy used by the University of California, Santa Cruz Library to acquire the archives of the legendary Grateful Dead band and to raise money to process, digitize, and store this substantial collection. We will share what we learned as we developed models for outreach to Deadheads around the country and the methods employed to generate broad interest and stimulate donations for the long-term care of the collection. This presentation will include discussion of ways in which the web, merchandising, and volunteers contributed to the fundraising process.

Session 2:..... Colony ABCD

Engaging your own alumni base: Development strategies for former student employees

Lorraine J. Haricombe, Dean & Rebecca Smith, Communications and Advancement Director, University of Kansas Libraries

On most university campuses, libraries are staffed in large part by student employees. Once they graduate, this subset of alumni may have a significant understanding of—and perhaps even an inherent affinity to—libraries. If cultivated effectively, they represent a valuable donor base. This presentation will cover strategies and tactics used to engage, cultivate and solicit these individuals through both annual fund campaigns and major giving efforts.

Noon DONOR LUNCHEON Colony E

Moderator – Josh Bilyk, Director of Development, University of Alberta

Donor – Ron Monark, Board member, Smithsonian Institute’s Library

1:30 – 2:30 pm Concurrent Sessions

Session 1:..... Allegheny Room

Subtle Bling! The Dissection of Wealth in Today’s Culture

Randall Ledkins, Director of Development, Auburn University

This session will focus on how to determine wealth from clues stealthily observed through contact with our donors. You will learn how to gather information about your donors through their dress/appearance; their homes and décor; and aspects of wealth obviously presented to you which may otherwise be missed. We will train your eye and you will gain insight as to how to craft your ask based on the visuals you are presented as a fund raising professional.

Session 2:..... Colony ABCD

We Got the Big Gift! Now What?

Marcie Morrison, Director of Library Development, Fresno State University

Joan Bentley Hoffman, Associate Director of Development, University of Chicago

Marcie is involved currently in fundraising, promotion and programming for the library’s \$105M state and privately funded construction and renovation project. Her presentation will offer a cautionary tale about problems that can arise when a major gift is secured without the involvement of University Advancement. Joan will discuss the recent gift of \$25 million for the Joe and Rika Mansueto Library, currently under construction.

2:45 – 3:45 pm Concurrent Sessions

Session 1: Allegheny Room

Friend or Foe? Community Collaborations Revealed

Cheryl Crane, Director of Development, University of Louisville Libraries, Kentucky

MJ Miller, Director of External Relations, University of Nevada-Las Vegas

At various times development officers, board members, staff members, deans, etc. consider brokering alliances with corporations as an answer to budget challenges facing the libraries. However, we sometimes fail to consider the other ramifications of entering into these partnerships. The truth is community collaboration can yield positive and negative results both monetarily and intangibly. The challenge lies in navigating these arrangements and ensuring that libraries ultimately benefit. We will discuss fruitful and not-so-fruitful arrangements and shed some light on why the most significant gain from these relationships may not be measured in dollars.

Session 2: Colony ABCD

Securing the Major Gift for your Library: Strategies and Success Stories

Cindy Ventuleth, Director of Development, California State University, Northridge

Amy Smith, Executive Director, UCLA Library Development

Charlene Baldwin, Dean, Leatherby Libraries, Chapman University

Moderator: David Murray, Assistant Dean for Advancement, Syracuse University

A panel presentation from three veterans in the Advancement field on what strategies have worked for them from building the relationship, which is key to success in major gift fundraising, to help from Friends, to how a University raised \$26 million in 3 years to design and build the Libraries.

4:00 pm Plenary Session Colony ABCD

Guerilla Marketing: From Special Event Attendees to Major Givers

Chantel Dunham, Director of Development, University of Georgia

We'll define the steps and investments that have provided the most return on our development efforts. Fifteen years of development at a major public research library has provided ample time to discover what does and does not work. The adventure has included new buildings, campus challenges, state politics, awe inspiring donors, interesting donors plus lots of laughter, hugs and tears.

5:00 pm On your own

6:00 pm **Registration Desk Closes**

6:30 pm..... Virginia Foyer
Reception

7:00 pm..... Virginia EF
Banquet, Featuring Special Guests

TUESDAY, April 28, 2009 (Gale Force Tuesday)

7:00 – 8:30 am Colony Foyer
Registration Desk Open

7:30 am Colony ABCD
Continental Breakfast and How Gale can Help Library Development Officers
Presentation by Vince Vessalo, Gale Representative

8:30 am, Plenary Session Colony ABCD

Staying Charged in Challenging Times

Arthur Criscillis, Partner, Alexander Hass Martin and Partners.

This session offers practical perspectives and practices to help anyone engaged in fundraising to better cope with and respond to the current climate in which institutional resources are diminishing and fundraising success is more elusive.

10:15 – 11:15 am, Plenary Session Colony ABCD

Intentional Stewardship: A Radical Idea

Kristine B. McGuire, Director of Development, Morris Library, Southern Illinois University

Julia S. Emlen, Principal consultant, Julia S. Emlen Associates, Massachusetts

A number of activities are associated with donor relations: acknowledgments, endowment reports, events, gift clubs, to name a few. Stewardship, however, is more than the sum of its parts. How can stewardship become an integral part of the non-profit enterprise? How can activities aimed at inviting reinvestment be directed in a manner that brings donors to their highest level of philanthropy? In this workshop we will review a case study of a new kind of stewardship at Southern Illinois University.

11:30 am – 12:30 pm Concurrent Sessions

Session 1: For Deans & Directors..... Allegheny Room

Playing Nice in the Sandbox: What's in it for My Library

Shaun Keister, Associate Vice President for Development, Penn State University

This session will focus on how to work more effectively and increase visibility with central development operations and other colleagues throughout the institution to leverage greater library fundraising success. What does the central operation need from you, and what do you need from them?

Session 2: Colony ABCD

Foundations: The Current State of Giving

Suzanne Coffman, Director of Communications, GuideStar USA, Inc.

The economy and Bernard Madoff's arrest have had a tremendous impact on private foundations. Some foundations have said publicly that they'll maintain grantmaking levels. Others have announced reductions. Still others have closed their doors entirely. How will it all shake out, and what can your organization expect, both now and in the future? Suzanne Coffman will address those issues.

Noon – 1 pm Colony Foyer

Registration Desk Open

is key for development officers to understand trends related to library services, programs, and users and how vital the library is to advancing the university’s mission and goals.

Session 2: Colony ABCD

Negotiation: From the Ask to Getting the Yes!

Julie Seavy, Director of Library Advancement, University of Pittsburgh

The difficult part of the gift cycle is not only asking for the money, but closing the gift. In this session, learn about the skills it will take to complete the gift process and close your major gifts. Together, we will explore the roadblocks you might encounter and the ways in which you can move your proposal - and your prospect to completion.

9:45 – 10: 45 am Concurrent Sessions

Session 1: Allegheny Room

Values and Ethics in Academic Library Fundraising

Johnny Burlison, Assistant Vice Chancellor for Development & Mary Reichel, Ph.D., University Librarian, Appalachian State University

The speakers will share examples of ethical dilemmas in library advancement. Using actual examples and a review of relevant practices, the speakers will suggest strategies for coping with value system clashes, the decision making process with regard to gift acceptance and how to communicate a decision as related to the concerns of various constituencies. Three specific issues will be explored: the acceptance or purchase with donated funds works of art; changing space needs in a building where many named spaces exist; and the complexities of donor relations as related to donors, their honorees and the library.

Session 2: Colony ABCD

Crafting Our Message: 30 seconds about our Library

Randall Ledkins, Director of Development, Auburn University
Hoke Perkins, Associate University Librarian for Philanthropy, University of Virginia

This entertaining session will enlighten you on two very different styles and approaches to Library Development. Randall’s background is based in corporate sales, whose message is based on a marriage of services with the benefits they represent for the institution coupled with the objectives of the donor. Hoke’s background is in academics and publishing, and his approach often attempts to bring together the legacy of the past with the limitless possibilities for library outreach in the future.

11:00 am – Noon Closing Plenary Session Colony ABCD

Building or Reforming Leadership Boards for Effective Fundraising

Arthur Criscillis, Partner, Alexander Hass Martin and Partners.

Engaging volunteers through advisory councils and boards is a well established tactic for both increasing fundraising results and increasing staff frustration levels. This session will provide practical tips for experiencing more of the former and less of the latter!

Noon Colony ABCD

Closing Remarks

**Have a Safe Trip
Home!**